

# Hugo Alexandre Cruz

Photographer and Videographer - Image Production

[hugoacruz@netcabo.pt](mailto:hugoacruz@netcabo.pt)

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## Summary

Video: HDTV video production for Businesses, Services and Products.

Photography: Experienced in events, theatre, scene photography and portraiture.

Also experienced in official receptions, journalistic and documental photography.

Photographer and Videographer at ISCTE-IUL.

## Specialties

Photography, Video, Video Editing, Photography Post Production, Photoshop, Premiere, Managing Flickr and YouTube,

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## Experience

### **Photo and Video at ISCTE - Instituto Universitário de Lisboa**

July 2010 - Present (2 years 5 months)

Events and Report Photography.

Promotional and Video Interviews.

Concept, Capturing, Editing and Publishing video.

Concept, Capture, Editing, Classifying photography.

Distributing and managing [YouTube.com/IULTV](https://www.youtube.com/IULTV) Video Channel.

Distributing and managing [Flickr.com/ISCTEIUL](https://www.flickr.com/ISCTEIUL) Online Photo Management.

*1 recommendation available upon request*

### **Video and Photography at HUGOCRUIZ PHOTO & VIDEO**

October 2007 - Present (5 years 2 months)

Video and Photography:

Corporate and Social.

Concept, Pre, Production, Post Production, Distribution and Social network communication.

Social Events, Conferences, Concerts, Theatre, Scene and Production Photography. Promotional.

Contact- Mobile +351912152136

<http://facebook.com/hugoalexandrecruz>

<http://vimeo.com/hugoalexandrecru>

<http://www.flickr.com/photos/hugoalexandrecruz/collections/>

*2 recommendations available upon request*

**Scene Photographer and Making-of artist at Fósforo - Associação de Cultura Visual**

February 2010 - June 2010 (5 months)

Set photography of all scenes along with the post production.

Captured video and edited promotional videos.

### **Photographer, AudioVisual and Multimedia Technician at ISCTE-IUL**

March 2000 - June 2010 (10 years 4 months)

Portraits of teachers and workers.

Promotional videos.

Technical maintenance at all auditoriums equipments, designing sound and lights.

Brochures design

*9 recommendations available upon request*

### **Musician - Bass Player at Império dos Sentados**

March 1994 - August 1997 (3 years 6 months)

Co founder of Império dos Sentados along with Renato Ribeiro e Rui Rodrigues.

Composed songs and arranged all Bass lines. Audio pre-production.

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## Projects

### **Scene Photography**

March 2008 to June 2010

Members:Hugo Alexandre Cruz

Great attention to the technical details on set to capture in rigour spaces, technical equipments positions and all actors on stage so in case it's needed, to redo exactly the same scene. Inconspicuously and silent on set, not interfering with the teams.

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## Languages

**English**

(Full professional proficiency)

**French**

(Limited working proficiency)

**Spanish**

(Limited working proficiency)

**Portuguese**

(Native or bilingual proficiency)

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## Skills & Expertise

**Photography**

(Advanced, 5 years experience)

**Video production**

(Advanced, 5 years experience)

**Video Editing**

**Social Networking**

**Post Production**

**Audio Post Production**

**Digital Photography**

**Photoshop**  
**Premiere**  
**Wedding Photojournalism**  
**Portrait Photography**  
**Image Restoration**  
**Video**  
**DVD authoring**  
**Multimedia**  
**Adobe Creative Suite**  
**Mac**  
**Art**  
**Photo Editing**  
**Mac OS X**  
**Capture**  
**Editing**  
**Musician**  
**Bass Player**  
**Sound Design**  
**Sound Editing**  
**Live Sound**  
**YouTube**  
**Flickr**  
**Video Production**

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## Education

### **AUDAX - Centro de Empreendedorismo da ISCTE Business School**

Empreendedorismo Cultural e Indústrias Criativas., 2012 - 2012

### **CENJOR**

Video and Sound, 2011 - 2011

### **FLAG**

Specialized course in Video and Multimedia, Photoshop Multimedia; Premiere Pro, After Effects; Audition; Encore DVD; Integration Project, 2010 - 2010

### **Escola Secundária Artística António Arroio - Ensino Artístico Especializado-Comunicação Audiovisual**

Assistant Director, Design Theory Audio/Photography&; Cine-Video,History of Culture and of the Arts

Philosophy,Drawing, 2005 - 2008

Activities and Societies: Nominated Class delegate over the 3 years of studies.

Represented students at the school assembly.

Member of the school Cine-Club.

Active participant in all extra-curricula activities.

Associated photographer of United Photo Press

Volunteer collaborator at Associação de Defesa dos Direitos Humanos.

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## Honors and Awards

ART & TUR International Tourism Film Festival - Barcelos - 2nd place "Taste & Flavours" - "VIDELICIOUS, Earth & Sea Breakfast Toast".

IGNITE Portugal Cultural 2012 - Lisboa - 2nd Place - "VIDELICIOUS" - Programa de Empreendedorismo Cultural e Indústrias Criativas.

Capital Rock 1993 - Lisboa - Best Band "Little People".

PAVARTE 1992 - Lisboa - Best Band "Nobless Oblige".

## Interests

Music, Photography, Cinema, Gastronomy, People

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## 12 people have recommended Hugo Alexandre

"I worked alongside Hugo when he was doing the photography and video work at GIRA 2010. The films that came out of his work brought the conference alive for everyone who was there and for all those who later viewed them on YouTube and elsewhere. Hugo makes it easy to participate well in his video work. He has a relaxed style that brings out the best in people he is filming and his editing and final presentation is great quality. I really enjoyed the experience of working with him."

— **Chris Nichols**, *Director, MSc in Sustainability and Responsibility, Ashridge Business School*, was with another company when working with Hugo Alexandre at ISCTE - Instituto Universitário de Lisboa

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— **André Tribolet**, was Hugo Alexandre's client

"Hugo took the photos of the life concerts used on the booklet and CD cover for D'age's "Histórias curtas" album. His great photo work really made my design work much more easy."

— **Marco Soares**, *freelancer, no company*, was with another company when working with Hugo Alexandre at HUGOCRUIZ|PHOTO & VIDEO

"Midway through my time as director of computing services of ISCTE, two formerly separated services were merged: the computing and the audiovisual services. I got to know Hugo at that time. Hugo is already a very good, soon to be excellent photographer. He knows his own worth and potential and is proud of his accomplishments. Even though he was involved in several different projects in ISCTE, his most important project was to portray all teaching and non-teaching staff of ISCTE. The result is a superb album, especially considering the less than ideal conditions under which he had to work and the fact that the photos had to be rather formal, given their purpose (if you wish to see the album, I am sure Hugo will find a way to show it). When I first met Hugo, I was not at all sure ISCTE needed a photographer among its staff. After seeing his work, my doubts vanished."

— **Manuel Menezes de Sequeira**, *Director of Computing Services, ISCTE*, managed Hugo Alexandre indirectly at ISCTE-IUL

"excellent colleague and great professional. Has the knowledge and practice in their work."

— **Sandra Marize Rodrigues**, *Human Resources, ISCTE-IUL*, worked with Hugo Alexandre at ISCTE-IUL

"Hugo is an easy-going, committed and friendly person."

— **Stewart Lloyd-Jones**, *Editorial Secretary, Portuguese Journal of Social Science*, worked with Hugo Alexandre at ISCTE-IUL

"Hugo is a hard-working and dedicated person. He pays attention to the details and is a great professional and always helpful colleague."

— **Diana Malyszek Oliveira**, *Executive Coordinator, ISCTE*, worked with Hugo Alexandre at ISCTE-IUL

"I had the pleasure of working with Hugo when he photographed my entrepreneurship course in Lisbon, Portugal at ISCTE – Instituto Superior de Ciências do Trabalho e da Empresa. His work is the most creative of any photographer I have worked with, and he makes the process fun. He is respectful of the environment in which he works, blending in and being virtually unnoticed. He captures the spirit of each scene, not just the raw content. He bends over backwards (sometimes literally!) to accommodate our interests, and even more anticipates and recommends creative approaches that my colleagues and I might never have considered. Perhaps the most powerful endorsement I can offer is that if this academic program expands as it might to include an exchange element bringing Portuguese students to Brown in Providence, ISCTE ought to send Hugo along to document the experience!"

— **Danny Warshay**, was Hugo Alexandre's client

"Hugo Alexandre Cruz is a very professional Photographer, AudioVisual and Multimedia Technician."

— **Bráulio Alturas**, was Hugo Alexandre's client

"Hugo Alexandre Cruz was our official photographer in several international events, such as the NIBES meeting Lisbon 2008, visits from foreign professors or group meetings. He is highly dedicated to photography and manages to catch photos from different perspectives, making the ordinary situation something more unordinary and special. We have been very satisfied with his work."

— **Antje Disterheft**, *Executive Coordinator of Master (MSc.) in International Management, ISCTE Business School*, worked indirectly for Hugo Alexandre at ISCTE-IUL

"I've worked with Hugo in a production of catalogue. I've gave him a briefing, for some pictures that I needed, and he suprised me with his work, was fantastic! He is a responsible professional and has a strong visual culture that is an important background of his good work."

— **Rita Coutinho**, *Communication, DGArtes*, worked directly with Hugo Alexandre at ISCTE

"A skillful and talented photographer with a very distinctive view of things."

— **Tiago Santos**, *Designer, ISCTE*, worked directly with Hugo Alexandre at ISCTE

[Contact Hugo Alexandre on LinkedIn](#)